The Midsummer Sale of

Blouses

THE CLEARANCE of the summer Blouses shows the styles, the distinctive features, the desirable quality that have furnished the leading summer note and will continue their leadership and good service through the coming months. The outstanding feature now is that the cost is considerably lessened—a deciding point in completing the all round satisfaction of Blouses you want to meet any need at the right time.

A Large Variety Includes Silk and Cotton Blouses

Two Styles-\$2.95 Values at \$2 Fine French voile models with three-quarter sleeve, square neck and collar. One style has collar of heavy lace and the vestee made of pretty is. One has collar made of fine drawnwork and tucking and edged

Six Styles-\$3.50 Values at \$2.59 These pretty French voile models show fine tucking and lace inserts in charming designs and fulfill individual preference by the large round or the revere collars.

Ten Styles-\$2 Values at \$1.59 These can well feel sure of their reception as they are the styles that have attracted most approval for pretty and practical designs. Two voile Overblouses are embroidered with the effective Bonnaz in Copenhagen.

There is the Peter Pan model for the young girl and sports wear, the plain tucked tailored model that the business woman likes and other frilly styles and those elaborately lace trimmed. Sizes 36 to 46.

Three Styles \$5.95 Values at \$4.95 The new models of the frilled Blouses trimmed with dainty Val. laces, square neck model has roll collar and frilled edged with lace and a new

Tricolette Blouses-\$7.95 and \$6.95 Values at \$5.75 Long Overblouses that complete the smart effect of the costume are in the summer colors—gray, flesh color, black and white. They are elaborately braided, making a most effective appearance. Sizes 36 to 46.

Georgette Crepe and Crepe de Chine Blouses \$6 to \$7.95 Values at \$3.95

The long roll collar and the smart Peter Pan collar are distinctively featured in this lot. Of many different designs. Tailored crepe de chines are here in attractive models. Many others have real Filet lace trimmings and all are dainty in effect, with their colors of flesh, bisque or white.

Georgette Crepe Blouses-\$7.50 to \$10.75 Values at \$5.75 These are sample models and show but one or two of each style. They are very exceptional values, being elaborately trimmed in real Filet lace. Some have long roll collars entirely of the wide Filet. In white, flesh and

Distinctive Blouses, Reduced to \$15 Two Blouses, bisque and gray, embroidered with beads. Originally

One jade Georgette model with black panel embroidered with beads. Originally \$45.

One gray Georgette Overblouse embroidered in blue and gray chenille. Originally \$25. One white Georgette long Overblouse embroidered in blue French

knot design. Originally \$25.

Three white or peach Georgette Blouses embroidered elaborately.

Originally \$25.
One henna Georgette Blouse embroidered in Oriental design; also a beaded tie-back model. Originally \$25.
One Aztec Net Blouse with lining of real Filet. Very dressy model.

Superior Models Reduced to \$25

One exquisite reindeer Overblouse embroidered in wooden beads.

Originally \$96.50.

Three white Georgette Blouses with wide Filet lace frills. Originally

Fine Models in Black Blouses, Each \$15

Two Georgette Overblouses with lace and crystal bead trimming. Originally \$29.75.

Mid-Summer Clearance

Wool Sweaters

Holds a Good Array of Saving Values

For Women, Misses and Children

BY THE SIDE of a good variety of Sweater models there are various other knit garments that have almost give-away prices at this time, such as Tams, Sports Hats, Shawls and Shoulderettes and Wool Scarfs. With their importance for vacations, cool mountain nights or sea breezes, for roughing it at summer camps, for summer wear and service for every season, their small prices have an undoubted usefulness.

Sweaters

represent odd lots of many different styles and include slip-on and coat models, Tuxedo styles and novelty effects in many different colors and sizes for women, misses and children. All are at cost or even less than cost in many cases and are readily denoted as products of leading manufacturers.

Sweaters, Originally \$5, Now \$1.50

Sweaters, Originally \$6.95 and \$5.95, Now \$2.50 Sweaters, Originally \$8.95 and \$6.95, Now \$3.50

Sweaters, Originally \$9.75 to \$12.98, Now \$4.50 Twenty-five fine silk Sweaters in different styles and with varied prices are reduced to below their original cost. Some show slight effects of their display in stock, which does not detract from their usefulness in

Scarfs Wool and Silk Scarfs, which have become a real necessity in the fem-e outfit, this immense reductions.

Wool Scarfs, Were \$2.98 and \$1.98, Now 50c Fiber Silk Scarfs, Were \$2.98, Now \$1 Fiber Silk Scarfs, Were \$5.98 and \$10.98, Now \$4.50 Hand Knitted Shetland Scarfs, Were \$4.85, Now \$3.50 Novelty Throw Scarfs in White and Pastel Shades, Hand

Knitted. Were \$6.98, Now \$2.50

Special imported novelties in Scarfs that receive their due admiration everywhere, a splendid variety of designs and colorings. Styles that were \$12.98 to \$22.50 drop down to \$7.50.

White Shawls, Lovely and Soft, Were \$1.98, Now \$1 Tam o' Shanters for Sports Wear, Were \$3.98, Now 50c

These Sheer Cotton Fabrics

Together With a McCall Pattern

WILL MAKE it very easy for you to have the smartest summer frocks, for the latest news from Paris says: "Simplicity of design grows amazingly; most frocks depending for elegance on a bit of hand embroidery or a wisp of real lace."

75c. Exquisitely Sheer Organdies at 49c

Colors—Pink, yellow, gray, brown, rose, light blue, navy. You will not want more than 6 yards to a frock, so that is less than \$3 worth of

Imported Ginghams, 32 In. and 38 In. Wide, 75c Great variety of checks that will make the most practical frocks. Checked Batistes and Voiles at 39c Sheer and youthful; and such a tremendous color-selection from which hoose. The Voiles also are printed in dots and in squares.

50c. Printed Voiles at 25c Chiefly foulard designs, on grounds of brown, gray or navy.

An almost endless variety of color-combinations on backgrounds that range from white through light tones to the dark rich effects that are used so much over changeable silk underslips. Changeable green silk makes an especially attractive underslip for any color of these Voiles. Second Floor

44-Inch Printed Voiles at 75c

Chiffon long Overblouse with blue spangle bead trimming. Originally

One henna crepe de chine Blouse, steel bead embroidered. Originally

Peter Pan style has frill of Val. lace and insertion

### Summer Activities MYSTERY TABOOED IN SOCIAL ACTIVITIES AT WHITE HOUSE

Mrs. John McClure Chase En- Both the President and Mrs. Harding Seem to Think They Belong to the Public and Cannot Deny the Claim.

The plenty to the Pressional Section of Allies and Cannot Depty the Claim.

Weather the Professional West for the professional West for the Claim. The Professional West for the White Allies and Allies Indiance Sharith Mrs. Domes J. Branch Land. The Allies of the Control of the White House-when it has folly Journal and Allies Johnson Sharith Mrs. Domes J. Branch Land. The Control of the White House-when it has folly Journal of the White House-when it has folly Journal and Allies Johnson Sharith Mrs. Domes J. Branch Land. The White House-when it has folly Journal of the White House-when it has to Wilson Sharith West for the White House-when it has to Wilson Sharith West for the White House-when it has to Wilson Sharith West for the White House-when it has to Wilson Sharith West for the White House-when it has to Wilson Sharith West for the White House-when it has to will be the white House and Jule House and J

And the presence of hundreds of the season to-day. The training of the season to-day that the season to-day that the season to-day the training training tra

who have been spending their summers at Bluff Point for a number of seasons. Joseph P. Greaves, manager of the Hotel Royal Palm at Miami, will return again this season as manager of the Champlain. The Palm Orchestra will play for the n'ehtly dances in the hotel.

MONMOUTH BEACH INN OPENS. Special Despatch to The New York Herand. Monmouth Beach. June 25.—Instead of an Independence Day celebration at the new partitot, Borough Hall will be used, and a fine programme is being arranged under the direction of Mayor A. O. Johnson and members of the Borough will be observed at the Inn. The Monmouth Beach. Inn epened yesterday under the direction of L. J. Piper of Mismi. Pia. A part of the Independence Day celebration arranged by the hirough will be observed at the Inn. The dance will be held there.

The workness will be fail there. The workness will be held there. The workness will be fail the workness with a faw exceptione, are liver. Late arrivals will include J. W. Spielding and J. R. Bates, who are expected next week.

St. Peter's Episeopal Church, in Gallish has opened for the season. This workness was the workness of the Season. This workness was a proper workness of the Season. The workness of the Season. The workness was a proper workness with a few season. The workness was a proper workness with a few workness of bouquets to the visitors. Those who know pole well visitors. The workness in dividually, but possibly with the workness of the Season. The contraction transport the properties of the Season. The contraction transport the properties with the workness of the season the workness of the season the properties when the properties with the wo

BROOKLYN ADVERTISEMENTS. | BROOKLYN ADVERTISEMENTS. | BROOKLYN ADVERTISEMENTS. | BROOKLYN ADVERTISEMENTS.

**Fulton Street Bond Street** Livingston St. Elm Place

tucks. One has collar with Venice pattern lace.

\$39.75.



Store Hours for Summer

ROM July 1st until September
the Loeser Store will open at
9 A. M. and close at 5 P. M.
On Saturday, July 2nd, the Store
will close at 1 P. M.
On all other Saturdays in July
and August and also on Saturday,
September 3rd, the Store will be
closed all day.
The Store will not be opened on
Monday, July 4th.

In this sale of Cretonnes featured at a reduced price tomorrow there is wide variety—and as fine quality as has sold anywhere this season for the full prices.

Floral, stripe and verdure designs in a wonderful assortment of attractive color combinations. Suitable for slip covers, cushions and hangings. Reaches the Prevailing Summer

\$1.45 to \$2 Marquisettes and Scrim Curtains, \$1.25 Five hundred pairs in white and ecru with lace edge and hemstitched style

\$2.85 and \$3.45 Filet Marquisette Curtains, \$1.69 and \$1.98 Pair \$3 to \$3.75 Marquisette and Scrim Curtains, \$2.45 Pair

One thousand pairs of fine summer Curtains in white, cream and ecru, in a large variety of styles. 39c and 49c Curtain Scrims and Marquisettes, 19c Yard

Five thousand yards in a variety of styles, in white, cream and ecru.

## More Than Twenty Colors in This \$3.98 Silk Tricolette at \$1.85

6,500 Yards 39c. to 65c. Cretonnes, 25c.

FINE MESHED and a yard wide; supple as a rose petal, and the most wanted fabric for people who go in for many sorts of social functions. In consequence of the many colors, evening gowns, street dresses, sweaters, negligees and other necessary apparel can be made of this Silk Tricolette, and yet not a single garment will duplicate the other. In addition to all of the gayest colorings, there are navy, black, white, seal brown, at the same low price, \$1.85 a yard.

# \$1.50 White Dress Linen, 69c.

3,000 Yards : A Ramie Weave, 36 Inches Wide N UNUSUAL price advantage in a high class White Dress Linen for women to share to-

A morrow in one of the most interesting series of sales from the Linen Store this season. This White Dress Linen is a very fine quality and a weight suitable for dresses, suits or skirts, and our price tomorrow is very close to the prevailing wholesale cost for White Linens of equal excellence.

25c Bleached Huck Towels for 15c

This is a manufacturer's clearance of good Huck Towels and the best value we have had in three or four seasons. They are all full bleached, in large sizes, with hemmed ends.

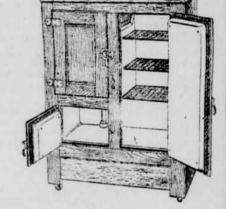
# A Big Break in the Price of REFRIGERATORS

## Brings These Unusual Values to You at This Very Opportune Time

TOST OF THE materials that go into the making of Refrigerators have come down in price considerably lately. Take, for instance, oak lumber, which enters largely into the production of Refrigerators. A year ago it was \$180 a thousand feet; today the price is \$60 a thousand feet. Refrigerators could do nothing else but come down-and here is the sale that leads the movement!

1,131 Refrigerators, the entire stock of a manufacturer of one of the best known and most favored of makes, \$45,399.45 worth, is offered at \$30,366.30. The greatest Refrigerator sale in years! And it comes in time to meet the wants of hundreds of Homes, Boarding Houses and Clubs, in time for the real warm season.

Every Refrigerator Guaranteed Oak Case, and it Is Guaranteed by Loeser to Give Entire Satisfaction



And the important part of this announcement is-these Refrigerators are to be had in all the most wanted sizes and in the three most desirable styles. It is a great opportunity, which comes only once in a very great length of time.

## How These Refrigerators Are Made:

Solid oak Raised panel doors Roomy ice and food compartments.

Solid backs and bottoms (tongued and grooved) Removable flush aprons.

New well drop interior Vacuum type insulation

Center air ducts and double circulation. Bright plated, removable heavy wire shelves.

Electrically welded heavy galvanized steel ice racks. flues, ice compartment linings and interior linings.

Double bottoms in ice compartments. Patented automatic traps in lower provision chambers, easily taken out.

Nickel plated hardware and lever locks.

Nickel plated hardware and lever locks.

White enamel and ONE-PIECE PORCELAIN linings in provision chambers.

All flues, waste pipes, ice racks, shelves and traps removable for cleaning.

#### Regular Style Refrigerators White Enameled Provision Compartments

Width	Depth	Height	Capacity	Price	Price
22 inches	15% inches	40 inches	45 lbs.	\$22.40	\$15
2514 inches	1734 inches	46 inches	90 lbs.	\$37.50	\$25
3114 inches	1934 inches	50 inches	145 lbs.	\$50.50	\$33.50
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One-Piece White Porcelain Provision Compartment Regular

#### Depth Height Capacity Width 2819 inches 1834 inches 48 inches 120 lbs.

#### Side-Icer Style Refrigerators White Enameled Provision Compartments Regular Sale

Width	Depth	Height	Capacity	Price	Price
31 inches	17% inches	42 inches	80 lbs.	\$41.50	\$27.50
3214 inches	1834 inches	45 inches	100 lbs.	\$48.50	\$32.50
3414 inches	1934 inches	48 inches	185 lbs.	\$55	\$37.50
3614 inches	20% inches	51 inches 4 Doors	155 lbs.	\$63	842

# One-Piece White Porcelain Provision Compartments

Width	Depth	Height	Ice Capacity	Regular Price	Sale Price
31 inch	s 17% inches	42 inches	80 lbs.	\$68.	\$45
8214 inch	s 18% inches	45 inches	100 lbs.	\$80	\$53.50
3612 inch	s 20% inches	51 inches	155 lbs.	\$105	\$69.50

#### Apartment House Style Refrigerators One-Piece White Porcelain Provision Compartments

Depth	Height	Capacity	Regular Price	Sale Price
1754 inches	52 inches	100 lbs.	\$57	\$38
18% inches	54 inches	115 lbs.	\$63	\$42
19% inches	56 inches	130 lbs.	\$75	\$46.75
	17% inches 18% inches	1754 inches 52 inches 1834 inches 54 inches	Depth   Height   Capacity   1754 inches   52 inches   100 lbs.   1834 inches   54 inches   115 lbs.	Depth         Height         Capacity         Price           1754 inches         52 inches         100 lbs.         \$57           1834 inches         54 inches         115 lbs.         \$63

